

Glossary

Know the meaning of terms and have a better understanding of the entire meeting planning process.

Accommodations—An industry term for guest rooms, cottages & cabins.

ADA—American Disabilities Act, this is reference to accommodations that are designed with ramps, handrails, chair-height toilets, etc.

Amenities—Items or services conducive to material comfort. Items such as hairdryers, shampoo, microwaves, etc.

Arrival Pattern—Specific days and times in which attendees are expected to arrive to the conference or meeting.

Attendees—People or guests attending the event.

Attrition Costs—An expense that can occur when the actual number of rooms to be occupied falls below the original number blocked in the signed contract. On a predetermined date, a certain percentage of the original block can be canceled without charge.

Audio Visual (AV) - Of or related to both hearing and sight. Items and equipment used to transmit messages for hearing or sight. Items such as projectors, DVD players, CD players, microphones.

Badge—Adhesive, pin or clip-on tag with identifying information given to each attendee. Name tag.

Banquet—An elaborate and often ceremonious meal for an event often including speakers or presentations.

Banquet Menu—Menus that are specifically designed for private meals. These would be different than the restaurant menu.

Banquet Event Order Form (BEO) - This is a form that is created by the Group Sales Coordinator at each Park for each meeting. This information is given to each department within the Park and explains what needs to be done for each group. Without this information, specific requests, menus, etc. would not be possible to follow through. This form is to be signed by the guest meeting planner for the entire group.

Block – Total number of sleeping rooms reserved for an event. Also called “Room Block”.

Booking Policy—Guidelines by which a Park conducts events held at the Park. These guidelines would relate to accommodations, meeting space, rental, etc.

Break – Short interval between sessions at which time coffee, tea and/or other refreshments may be served.

Breakout Rooms—Additional meetings rooms for a group meeting at the Park to “break” down into smaller groups for projects and discussion. These are in addition to the General Session Room.

Breakout Sessions—Workshops or smaller discussion groups held at a conference or meeting. These are in addition to the General Session.

Budget—A guideline as to how money is to be spent for an event or meeting.

Buffet—A meal set out on a table for ready access and informality. A buffet can consist of more than one entrée, salad and sides. Guests help themselves by standing in line and choosing what they want to eat.

Business Traveler—Someone who is traveling for their company or agency.

Business Traveler Package (BTP) - A package offered by Kentucky State Parks for Kentucky State Government employees traveling on business. This package includes the cost of a lodge room, dinner and breakfast.

Cabin—An option at Kentucky State Parks for an accommodation. Cabins are typically log structures and more rustic in nature. All cabins at Kentucky State Parks are completely stocked with linens, kitchen appliances, pots & pans, dishes, glasses and living room. Some may have fireplaces.

Camera Ready—Artwork or advertising copy ready for the camera, this would be ready for the printer to prepare printing plates directly from the artwork.

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Cancellation Policy—Written statement of actions that can or will be taken in event of a cancellation due to specific circumstances. If a meeting is cancelled after the contract is signed and after a designated date, the Park may have the right to charge a substantial penalty to recoup their loss of revenue. This varies with market segment.

Catering Services—A service that prepares and offers food.

Central Time Zone—The time zone designated for the “central” section of the United States. Note that some of our Parks are in the Central Time Zone, where others are found in the Eastern Time Zone. Central Time Zone is one (1) hour behind Eastern Time Zone.

Check-in—The process of registering for an accommodation. Always find out what time guests are able to check-in to their accommodations.

Check-out—The process of leaving an accommodation. This would be where payment is rectified and keys turned into the desk. Always note the time that guests are to be checked-out of accommodations.

Checklist—A list of procedures and actions that should be taken care of before, during and after a meeting.

Chevron Style—Meeting room set in which tables are set in a “V” or angled.

Classroom Style—Seating arrangement in which rows of tables are set in a straight row with seating facing the speaker, screen or head table.

Commonwealth Connection—A special rate offered each year by Kentucky State Parks to Kentucky State Government employees both currently employed and retired. This rate varies from year to year and is offered in off-season (November through March).

Commonwealth CMP—A package offered by Kentucky State Parks to Kentucky State Government agencies who are meeting within the Parks. This package combines the overnight room, three meals and a conference charge which includes room rental for the meeting room, audio visual equipment and basic recreation fees. As incentives to book the package, groups are given complimentary all-day beverages break with AM & PM snack.

Complete Meeting Package (CMP) - A package designed for overnight guests attending a conference or meeting that includes the overnight stay, meals and meeting costs.

Complimentary—Something given at no charge.

Concurrent Sessions—Sessions or workshops occurring at the same time. Attendees are asked to choose the workshop or session that they want to attend.

Conference—A meeting of individuals with a common reason for meeting.

Conference Center—A meeting facility with less distraction and packages developed for group business.

Conference Style—Seating arrangement where chairs are placed around a table. Also referred to as “board room” seating.

Confirmation—Verification of the existence of a reservation; information outlining the preliminary plans for the use of a facility.

Contract—A written agreement outlining the foundation of costs and rooms held for a meeting. This will also state various guidelines regarding costs and rooms.

Convention – An event where the primary activity of the attendees is to attend educational sessions, participates in meetings/discussions, socialize, or attend other organized events. There may be a secondary exhibit component.

Convention Liability Insurance—Insurance policy that covers the meeting sponsor for unexpected expenses from legal action due to bodily property damage.

Cook-outs—A meal prepared by the Chef outdoors at the Parks. These include grills and can be as simple as hotdogs & hamburgers to steaks and fish.

Cottages—A type of accommodation offered by Kentucky State Parks. Cottages are similar to condominiums, they can be free-standing or duplex in some cases. They are supplied with linens, kitchen appliances, pots & pans, dishware, glassware, flatware and are usually contemporary.

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Cut-off Date—A specified date in a contract when accommodations are being held for an upcoming group. At this date, accommodations will be released.

Dais (Platform Risers) - A raised platform in a hall or large room, usually where speakers, honored guests or expert panels are seated.

Day Meeting—A meeting without overnight accommodations.

Day Guest—A guest attending a conference for the day only, without overnight accommodations, set up on a package plan.

Day Rate—The flat rate charged by the Park for guests who attend the full day of a meeting but do not use overnight accommodations. This only applies to groups utilizing a package plan.

Definite Booking—A meeting or event that is planned at a meeting facility, that has returned the signed contract to the park. A group is not considered a Definite Booking unless the contract is returned and signed.

Demographics—Vital statistics of human populations such as size, gender, age, etc. The demographics of attendees is important to review for plans.

Direct Bill—A method of payment for a meeting where the expenses incurred are invoiced to the organization and scheduled for payment within a determined amount of days.

Directional Signs—Signs developed and placed to assist conference attendees find their meeting rooms, meals, departure areas for tours, etc.

Dolly—A platform on wheels for moving heavy objects.

Double Room—An accommodation with two people sharing a room.

Easel—A frame for supporting something such as charts, signs, etc.

Eastern Time Zone—The time zone designated for the “eastern” section of the United States. Note that some of our Parks are in the Central Time Zone, where others are found in the Eastern Time Zone. Eastern Time Zone is one (1) hour ahead of Central Time Zone.

Estimate – General idea of your costs before start of the event.

Evaluation – A survey taken at the end of a conference or breakout session/workshop. The feedback assists the meeting planner with what worked and what did not during the conference.

Exhibit – An organization’s booth at a public show for competition, demonstration, or sales.

Facility – Something that is built, installed or established for a particular purpose.

Flat Room Rate – Basic rate with no discount or special offer regardless of the number of people in the room.

Floor Plan – A scaled drawing showing the arrangement of rooms.

Folio – An accounting document provided a guest stating the arrangements and charges of their stay.

Function – An event that is part of a planned meeting.

Function Space – Physical space occupied by an event.

General Session – Sessions that all participants in a conference or meeting attend. Also called a Plenary Session.

Gift Cards – A “credit card size” card that can be purchased and redeemed at Kentucky State Parks, Kentucky Horse Park, The Artisans Center and the Kentucky History Center. The minimum purchase is \$10 and can be purchased in any denomination. Gift Cards can be used for lodging, meals, gift shop or recreation.

Gratuity – A “tip” for food servers at a meal function. Kentucky State Parks charges 15% service charge or gratuity for banquets and refreshment breaks. Also called a Service Charge.

Group Block – A number of accommodations held in reservations for a particular group meeting at the Park.

Guarantee – To ensure that the facility has enough food for meals planned, a final attendee count is given –

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or guaranteed- to the Park 48 hours in advance. Meeting Planners should be aware that if the count falls below the guarantee number submitted – they are responsible to pay for the entire guaranteed number.

Half Round – A semi-circular table. Also called a Crescent Round.

Head Count – Number of people attending an event.

Head Table – Table reserved for speakers and VIPs at the front of the room, usually facing the audience.

High Speed Internet – Designated internet service without the need to “dial-up”.

Hollow Square – Seating arrangement of tables arranged in a square with an open middle. Chairs are only on the outside.

Hors D’Oeuvres – Hot and/or cold finger foods served at a reception.

Hospitality Room – Suite, room or cottage arranged for the convenience, comfort and socialization of guests, often with drinks and snacks after meeting hours.

Hot-Box – A mobile heating unit that keeps banquet food warm before serving.

Housing – Lodging.

Inclusive – Price charged clients that include all applicable gratuities and consumption taxes.

Individual Pay – A method of payment where the individual guest pays for their costs incurred.

Individual Reservations – A reservation form where the guests within a group block calls the Park and makes their own reservations – as opposed to a rooming list provided by the meeting planner.

In Season – Prime season when the Park has all facilities in use. April-October.

Inter-Account – Kentucky State Government method of payment where the guest has their charges forwarded to their respective agency. Must have IET form, eMars template code & agency code.

Itinerary (Agenda) – The actual or proposed route and schedule of travel.

Key Cards – Type of security electronic keys now used in Kentucky State Parks.

Lapel Microphone – A small microphone that is clipped onto clothing to a speaker, allowing them to move across the room as they speak. Also called a Lavalier Microphone.

Lavalier Microphone – A small microphone that is clipped onto clothing to a speaker, allowing them to move across the room as they speak. Also called a Lapel Microphone.

Lecture – A discourse given before an audience or class intending to teach something.

Leisure Traveler – A person who is traveling for pleasure or leisure. This travel is not related to business.

Lodge Accommodations – Overnight rooms located in the lodge.

Lodge Meeting Room – A meeting room located in the lodge.

Master Bill – The primary bill for an organization meeting at a facility. May include room, tax, incidentals, food & beverage, audiovisual equipment, etc. Also called “Master Account”.

Meeting Room Rental – A charge for using the meeting room.

Meeting Room Setup – The way an organization wants their meeting room set-up in chairs and/or tables.

Method of Payment – The manner in which an organization plans to handle their charges.

Moderator – One who presides over an assembly or meeting.

No-Show Charge – The cost of a room charged to the meeting master bill if an attendee does not arrive and or cancels the room reservation, after the cancellation date.

Objective of Meeting – The reason the meeting is being held. By identifying the “objective” it becomes easier for the planner to decide upon all other details. Room set-up, types of meals, etc.

Off Season – The season when the Park is not in full use. November-March

Off-Site Meeting – A meeting held away from an organization’s offices.

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On Site Contact – The person designated by the organization to handle business during the meeting.

On Site Registration – Registration that occurs directly before the meeting at the meeting location.

Open Seating – Extra tables are placed, but not fully set; these can be set quickly if more guests show than expected. It also forces the attendees to fill up the front tables first.

Packages – Plans developed to combine lodging, food and various conference fees for the organization. This is an easier way to plan meetings for budgeting and hassle-free menus, etc.

Panel Discussion – Instructional Technique using a group of people chosen to discuss a topic in the presence of an audience.

Per Diem – Per day. Some event attendees, such as government employees, have a limited amount of money they can spend per day on food and other expenses. Daily allowance for items like food, lodging, etc.

Per Person – Daily allowance for items such as food, lodging, etc.

Pick-Up – The actual number of overnight rooms utilized by a group during their stay.

Picnic Shelter – An open-air structure without walls located away from the lodge that can be utilized for cookouts or breakout sessions.

Pipe & Drape – Materials used to physically construct booths at an event.

Platform (Riser) – Raised, flat surface.

Podium – A lectern or stand that a speaker can use to hold notes or papers during a presentation or speech.

Pods – A seating arrangement with square tables for meetings that involve problem solving and/or team activities.

Post Conference Meeting – A meeting between the meeting facility supervisors & managers and the planner of a group who meets to discuss or evaluate an event as soon as it is over.

Pre-Conference Meeting – A meeting between the meeting facility supervisors & managers and the planner of a group who meets to discuss an event before it starts.

Presenter – Person who delivers a speech or program.

Private Dining Room – A separate room off of the Park's main restaurant.

Quad Room – Four people in an overnight room.

Rack Rate – Park's standard, pre-established guest room rates.

REACH Camps – Recreation Environmental, Arts and Cultural Heritage Camps for youth held at Kentucky State Parks. The content of these camps is based on the approved curriculum of the Education Cabinet.

Reception – Social gathering usually before an event.

Refreshment Breaks – Beverage and/or snacks set up throughout the day for groups.

Registration – Process of signing up to attend a meeting or event.

Registration Table – A table provided for the meeting planner usually outside of their meeting room, in which they can register attendees.

Release Dates – The date that the "group block" of overnight rooms being held for the group will be released. Also called "Cut-off Dates".

Reservations – A hold on an overnight room, cottage or cabin.

RFP (Request for Proposal) – A form either electronically or on paper that a group may send to a meeting facility requesting the availability and cost of a number of overnight rooms or meeting space.

Rooming List – A list of attendees who will be staying over night at the meeting facility for a particular group.

Room Nights – Number of rooms blocked or occupied, multiplied by number of nights each room is reserved or occupied.

Rounds – Circular tables, size may vary. Typically 8', 10' or 12' in size. The size will affect the number of people that you can place around the table.

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SEEK Program – Seniors Exploring and Enjoying Kentucky. This is a program designed for guests over the age of 55 years of age and a minimum of 20 people in a group. Planned activities are designed for each group with limitations and interest in mind.

Signage – All information and directional signs required for an event.

Single Room – An overnight room with only one person.

Site Inspection – Process by which the details of a potential location and meeting can be evaluated. The Meeting Planner will tour the facility.

Skirting – Attractive fabric placed around a table to conceal the legs and underneath.

Spoke Setup Style – A seating arrangement where rectangle tables are set length-wise in a semi circle facing the speaker, head table or screen. The top of the table is left open. Seats 5-9 people. Works well with groups that need to break into small discussion groups.

Staging – Laying out the physical elements in a given space to a given purpose.

Stationary Microphone – Microphone mounted on a floor stand or in a podium to remain in that location throughout the presentation.

Table Microphone – Microphone placed on a table for panel members.

Table Top Display – Exhibit in which materials are arranged on a table.

Team Building – An activity designed as an ice-breaker or team builder for a group. Keep in mind that Kentucky State Parks has trained Recreation Staff who can develop programs specific to your group's needs.

Tees & Zees Package – A package developed for leisure travelers within Kentucky State Parks that combines golfing, overnight accommodations and limited meals.

Tentative Hold – When the Group Sales Coordinator "holds" meeting space and/or overnight accommodations for a short period of time, while a meeting planner either gets approval on the meeting or destination.

Theatre Style – Seating arrangement in which chairs are in rows facing the front of the room – no tables.

Trade Show – Exposition held for members of a common or related topic. Not open to the general public.

Traffic Flow – Pattern of the way people move through an area.

Transient Tax – Tax placed on room, cottage and cabin rentals. Also called "Bed Tax", "Room Tax" or "Hotel Tax".

Triple Room – An overnight room with three people.

T-Shape – Shape of tables arranged for a conference; presenter is at the top of the "T" – usually audio visual equipment is located on the stem of the "T".

Upgrade – Provide a higher level of product or service than was ordered or reserved.

U-Shape – Horse-shoe shaped conference seating arrangement.

VIP – Very Important Person – Person who has a special function at the meeting and should be treated with special attention.

Waitlist – Term used for a list of clients awaiting accommodations at a time when they are unavailable. Waitlist clients are confirmed as a result of subsequent cancellations.

Welcome Letter – A letter prepared by the Park that is given to guest at check-in. For groups, this letter will normally state the name of their meeting room, the pattern and location of meals and any recreation activities planned.

Working Lunches – Lunch provided inside or directly outside of the meeting room. Attendees eat at their meeting room tables.

Workshops – Academic instruction for a small group, which may employ techniques such as role-playing or problem-solving activities.

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